

1210 - New York Metro ROU

From: Kuruc, G. Nick (CAM) 1240
To: 1210 - New York Metro ROU; 1310 - Philadelphia ROU; 1510 - Hartford ROU; 1610 - Buffalo ROU; 1710 - Pittsburgh ROU; 2910 - Washington, DC ROU
Subject: Jamesway Corporation (0937-00-00) Salem "Buy Down" Program
Date: Wednesday, August 23, 1995 8:09AM

All Sales Representatives responsible For Contacting Jamesway Corporation Stores.

A Special SALEM Buy Down program will be conducted during September in all Jamesway Stores. Listed below are details.

Dates: September 3-30

Brands: All SALEM Brand Styles

Program: \$.30 off per pack/\$ 3.00 off per carton

Price Reduction Method: Automatically handled through Jamesway Scanning System.

Advertising: Sent to stores with monthly bulletin. Sales Representatives should also place generic promotional advertising to supplement.

Please call me if you have any questions.

<u>DM</u>	<u>T&D</u>	<u>REP</u>
1224		
1225		
1226	✓	12, 13, 15, 16, 24, 25, 26
1229		
1230	✓	12, 13
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

51853 3412